

Benton County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 283	N = 11,781
Percent of Statewide Calls	2.9%	100.0%
Percent of State Population in County¹	2.4%	100.0%
	<u>County %</u>	<u>State %</u>
Gender	N = 280	N = 10,080
Female	64.3%	61.2%
Male	35.7%	38.8%
Race/Ethnicity	N = 245	N = 8,813
People of Color	4.5%	9.5%
White	95.5%	90.5%
Age	N = 273	N = 9,893
Less than 18 years old	1.1%	1.5%
18 - 24 years old	16.5%	18.1%
25 - 34 years old	24.9%	25.4%
35 - 44 years old	22.3%	22.0%
45 years and older	35.2%	33.0%
Education	N = 261	N = 9,282
Did not graduate high school	19.5%	20.8%
High school graduate	37.9%	34.4%
Some college/vocational school	36.4%	34.8%
College graduate	6.1%	10.0%
Caller Type	N = 281	N = 10,635
General Information	6.0%	7.2%
Health care provider	1.1%	1.9%
Tobacco user	92.9%	90.9%
Payer Type	N = 211	N = 7,421
Insured	46.4%	37.4%
Uninsured	30.3%	33.0%
Medicaid	23.2%	29.6%
Heard About	N = 231	N = 8,468
Past caller	10.0%	13.4%
Employer/worksites	2.2%	1.3%
Health care provider	23.4%	23.4%
Television	16.5%	15.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	3.9%	3.9%
Newspaper/Magazine	1.3%	1.7%
Brochure/Newsletter	3.9%	4.3%
Family or friend	36.4%	28.1%
Health Department	2.2%	3.2%
School	0.4%	1.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.